

CLAIMS

What is claimed is:

1. An interactive electronic commercial sent to a recipient as an attachment to an e-mail, comprising:
a commercial message portion that includes a first branding graphic;
an interface portion that receives a search string designated by the recipient; and
a searching routine that submits the search string to a search engine, and returns results to the recipient from within an e-mail client, without using a browser.
2. The commercial of claim 1 wherein the search string is selected from a list of search strings presented to the recipient in the commercial.
3. The commercial of claim 1 wherein the interface portion contains a space into which the recipient types the search string.
4. The commercial of claim 1 wherein the search engine is a commercial searching facility available through a portal other than the commercial.
5. The commercial of claim 1 wherein the search engine is a commercial searching facility available through a web page of the Internet.
6. The commercial of claim 1 wherein the search engine further comprises a graphical hyperlink to the web site.
7. The commercial of claim 1 further comprising an ordering routine through which the recipient orders a product.
8. The commercial of claim 1 further comprising a results routine that returns a set of results to the recipient through an interface provided by the commercial based upon submitting the search string to the search engine.
9. The commercial of claim 8 further comprising an ordering routine through which the recipient orders a product from among a listing of products contained in the set of results.

10. The commercial of claim 8 further comprising an audio containing clip that motivates the recipient to order a product from among a listing of products contained in the set of results.
11. The commercial of claim 10 having a playing routine by which the audio containing clip is played at will by the recipient.
12. The commercial of claim 1 where the commercial further includes branding graphics for multiple products.
13. The commercial of claim 1 where the commercial includes additional branding graphics for multiple products from unrelated vendors.
14. The commercial of claim 1 where the information ordering routine takes order information for multiple products from unrelated vendors.
15. A method of sending an interactive electronic commercial to a recipient as an attachment to an e-mail, comprising:
 - providing the commercial with a commercial message portion that includes a first branding graphic;
 - the recipient opening the attachment;
 - the opened attachment displaying an interface portion that receives a search string designated by the recipient;
 - an e-mail client submitting the search string to a search engine; and
 - returning a set of results from submission of the search string to the recipient from within the e-mail client, without using a browser.